

Atty. Docket No. 696.004

**RECEIVED
CENTRAL FAX CENTER****Amendments to the Claims:**

OCT 19 2007

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. - 3. (Cancelled)

4. (Currently Amended) A method of communicating information to a wireless communication device user, comprising:

determining a location of the wireless device;

~~determining~~ predicting information potentially of interest to the user from the location of the wireless device, a time of day associated with the wireless device, and at least one preference of the user;

automatically pushing ~~communicating~~ the information potentially of interest to the user of the wireless device, wherein the order in which the information is automatically pushed ~~communicated~~ is based upon the at least one preference of the user;

wherein the at least one preference of the user is ~~determined~~ predicted by utilizing a profile of preferences of the user ~~to infer the likely interest of the user;~~ and

wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user.

5. - 14. (Cancelled)

15. (Currently Amended) A method of communicating information to a wireless communication device user, comprising:

determining a location of the wireless device;

~~determining~~ predicting information potentially of interest to the user from the location of the wireless device, a time of day associated with the wireless device, and at least one preference of the user;

automatically pushing ~~communicating~~ the information potentially of interest to the user of the wireless device, wherein the order in which the information is automatically pushed ~~communicated~~ is based upon the at least one preference of the user;

wherein the at least one preference of the user is ~~determined~~ predicted by utilizing a profile of preferences of the user ~~to infer the likely interest of the user;~~ and

wherein profile of preferences of the user is based upon historical data associated with the user.

16. - 19. (Cancelled)

20. (Currently Amended) A method of communicating information to a wireless device user, comprising:

determining a location of the wireless device;

~~determining~~ predicting information potentially of interest to the user from the location of the wireless device, a time of day associated with the wireless device, and at least one preference of the user;

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automatically pushing communicating the information potentially of interest to the user of the wireless device, wherein the order in which the information is automatically pushed communicated is based upon the at least one preference of the user;

wherein the at least one preference of the user is ~~determined~~ predicted by utilizing a profile of preferences of the user ~~to infer the likely interest of the user;~~ and

wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user and based upon historical data associated with the user.

21. (Currently Amended) A method of communicating information to a wireless device user, comprising:

determining a location of the wireless device;

~~determining~~ predicting information potentially of interest to the user from the location of the wireless device, a time of day associated with the wireless device, and at least one preference of the user;

automatically pushing communicating the information potentially of interest to the user of the wireless device, wherein the order in which the information is automatically pushed communicated is based upon the at least one preference of the user;

encouraging the user to make a selection from an information set corresponding to the automatically pushed information; and

storing information associated with the selection made in a database for subsequently predicting information potentially of interest to the user;

wherein the at least one preference of the user is ~~determined~~ predicted by utilizing a profile of preferences of the user ~~to infer the likely interest of the user;~~ and

wherein the profile of preferences ~~of the user is based upon historical data associated with the user~~ is obtained by ascertaining trends in selections made by the user and based upon historical data associated with the user.

22. - 24. (Cancelled)

25. (New) The method according to claim 21 wherein the information potentially of interest comprises restaurant selections provided based upon at least one type of food preferred by the user.

26. (New) The method according to claim 21 wherein the step of predicting information potentially of interest to the user further comprises:

comparing known preference data associated with the user with a database of products and services; and

matching products and services within the database with the known information.

27. (New) The method according to claim 21, wherein the step of predicting information potentially of interest further comprises: where the at least one user preference is a preference for a restaurant of a particular style, the information potentially of interest will include a listing of restaurants contained in a database corresponding to the particular style located within a predetermined distance of the location of the wireless device.

28. (New) The method according to claim 27 wherein the at least one user preference indicates a preference for a time of day when the restaurant of a particular style is preferred, the information potentially of interest will include a listing of restaurants contained in a database corresponding to the particular style located within a predetermined distance of the location of the wireless device.

29. (New) The method according to claim 28 wherein the automatically pushed information comprises a list of no more than twenty of the restaurants predicted to be potentially of interest to the user.

30. (New) The method according to claim 4 wherein the step of predicting information potentially of interest further comprises:

predicting information potentially of interest to the user from a surge in demand at a time proximate to the time of day associated with the wireless device, wherein the surge in demand is determined by detecting an increase in requests for information by other users at a location proximate to the location of the wireless device.

31. (New) The method according to claim 31 wherein the information potentially of interest comprises both static and dynamic information.

32. (New) The method according to claim 4 wherein the step of predicting information potentially of interest further comprises:

where the time of day associated with the wireless device is proximate to a peak traffic time for a location proximate to the location of the wireless device, alternate routes for commuting are included as information potentially of interest to the user.

33. (New) The method according to claim 21 wherein the step of predicting information potentially of interest to the user further comprises:

utilizing the profile of preferences of the user by comparing repeated selections of a particular product with a database containing product providers that are both located proximately to the wireless device and offering the product to predict a potential preference of the user for that provider, wherein the potential preference and the provider are matched and further wherein at least one short message containing information associated with the product provider is utilized to represent the information potentially of interest to the user.